PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Nancy Lund DATE: October 7, 1994

FROM: Marian Halpern

SUBJECT: CAMEL "SILHOUETTE" PRINT AD: CONSUMER RESPONSE

Although R.J. Reynolds agreed to stop running the Camel "Silhouette" Print ad, we still wanted to assess consumer reactions to determine the impact, if any, the ad had on Camel and Marlboro smokers. Therefore, were exposed the ads to consumers during the Concept Exploratory focus groups that were held in N.Y.C. on 9/12 and 9/13.

Attached is the moderator's report that describes reactions to this ad.

Please let me know if you have any questions.

Marian

cc: D. Beran
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Source: https://www.industrydocuments.ucsf.edu/docs/qzjj0004